

The Ogden Automobile Dealers

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Ford Sales Bulletin for June 27, 1914.

Member of Philadelphia
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CHESTER D. ROTTNER
401 CROZER BUILDING
1420 CHESTNUT STREET

REAL ESTATE
MORTGAGES

Philadelphia, June 12, 1914.

The Ford Automobile Company,
Detroit, Michigan.

Dear Sirs:—

I don't own a "Ford" but I certainly take off my hat to it.

Last night I was driving my large six cylinder car up City Line hill in Philadelphia, and it is a hard climb. My car is of very prominent make, weighs about 4500 pounds, and has given excellent service. But through some fault, somewhere, I smashed my clutch in making a quick change from "high" to "second." The car was as stationary as the rock of Gibraltar. The nearest garage was a mile away and was closed; and the only tow I could get was from a "Ford" touring car. I hated to do it but the owner of the "Ford" was more than willing (of course he was being paid) and he pulled my 4500 pound machine up one of the steepest grades around Philadelphia, up a sharp hill over the railroad tracks at Bala Station, and another gradual climb about half a mile long to a garage. At first all the passengers started to walk but when we saw the speed of the tow we all got aboard—seven people all told, and she went up the hills without a whimper.

It looked like a tug boat pulling the "Vaterland." But looks don't count. I hand it to the "Ford" and it is the "biggest" car on the market.

Yours very truly,
C. D. ROTTNER.

HOW TO GET GOOD ROADS IN COUNTRY

Homer McKee, director sales and advertising, Cole Motor Car company, Indianapolis, Ind., writes:

The job of the advocates of good roads is to sell the taxpayer and the voter on this proposition: "My dear sir, the little that good roads in your country would cost you personally amounts to nothing compared with the amount good roads would add to your net yearly income."

Whenever you show a man that by giving you a quarter he can obtain in return from you 75 cents, he is going to come across with the quarter. Tell him that if he will give you a quarter it will go into a fund to purchase an American flag to hang over the Sultan of Turkey's front door, and he will probably keep his quarter. There has been too much sentiment in this good roads solicitation. The tendency has been to ask support for good roads on the basis of patriotism. Farmers have been told that they should support good roads in

order that America might keep pace with Europe on a basis of interurban and inter-provincial communication. There is no room left for the spread Eagle stuff. They have even cut it out of Fourth of July speeches. We love our flag, probably more than ever, but these days, instead of showing our appreciation of the Stars and Stripes by opening our mouths, we accomplish the same result in a greater way by opening our pocket-books. Instead of standing out in a cold rain for hours to see the president rush by in an electrically heated limousine, we ride down to the courthouse and pay our taxes like real patriots.

America is essentially a commercial nation. Good roads, therefore, if they are to be general, must be advocated on a national basis.

If this national appeal is to strike home it must be a practical one. The practical phase of good roads is obvious.

Good roads increase property valuation—a piece of real estate is valuable, as a rule, in proportion to the number of people who pass it daily. Town property will increase in value as the town becomes more important, as the people coming in contact with the town increase numerically—and that is exactly what happens to a town when farmers can get to it. Good roads leading into a town mean wealth coming into the pockets of its local business men. Country people come to town to spend money. Good roads give country people an added incentive for coming to town and spending their money. If you are a town merchant or a town banker you want that great wealth of the country diverted your way, support good roads—it's the proper business thing to do.

But, of all those who make money out of good roads, the farmer reaps the biggest benefit. Suppose you own a farm of one hundred acres. Suppose a road skirts it on one side—one mile of road, let us say. Suppose that road is clay and gets hub-deep in the winter. Then suppose the county should change it to a good macadam pike and that your

share of the expense amounted to \$100—of course you know the gross expense would be borne by the township on a basis of the total physical valuation.

When the road is finished your farm will actually be worth something like five dollars more on the acre—the increased ease and frequency with which you are now enabled to get to your place of market assures you an increased earning capacity of at least five dollars per

acre on your hundred acres. Thus, by expending \$100 you have put \$500 in your pocket, and you will probably have obtained the greater part of the \$500 before your road tax is payable.

Then, Mr. Farmer, figure it this way. If our great proposed national highways go through a little of that money of yours which the government compels you to pay in the form of tax, will possibly be spent on that road right in front of your house—if not there, on a road which will be easily accessible to you.

CHAS. H. PLATTENBURG PLEADS WITH THE YOUNG MEN OF AMERICA

Chautauqua Lecturer in a Brilliant Address on Manhood and the Placing of the Boy Above the Dollar—Chicago Glee Club Is Heard for the First Time—John C. Kennedy on Modern Feminism.

"Worms beneath the bark" was the title of the lecture with which Charles H. Plattenburg fairly electrified a splendid audience at the Chautauqua last night. The lecture came as the closing event of another day of excellent entertainment and instruction and the magnetic power of this young orator, coupled with the value of his words, whether spoken seriously or in a humorous vein, swayed the assembly.

His plea for, and to the youth of America, upon whom, he said, rested the future of the nation, as it did at the time of the Civil War. In the fore-part of his talk, he said that the eyes of the world were upon America and that the people of all countries were dreaming of the day when they could come to it as a haven of refuge.

The reason for this is, in spite of the awful economic differences between the rich and the poor in America, it is still a land of freedom, boundless opportunities and endless resources. He did not realize, he said, the real greatness of America, until he went abroad and saw on every side the advertisements of American-made goods and then he knew that Yankee skill and ingenuity had put this nation above all others on earth.

He discussed the immigration question in detail, pointing out how the lowest types of people on earth are received into the country every year and assimilated by the wonderful "digestive" organs of "Uncle Sam." How this could be done, he said, was a mystery to him until one day he visited a school in a coal mining camp in Pennsylvania and there heard 60 boys and girls of nearly as many different nationalities sing "America" and "Nearer, My God to Thee." He knew then that the public school system was the great assimilative force and

was making American citizens, loyal to their country and with the love of God in their hearts, of these little foreigners and that the mingling of the blood of the nations was making a great people.

Speaking directly to his subject, he told the story of a tree that had stood in his father's yard for hundreds of years. He had noticed it in his youth, when its branches were covered with leaves. But after he left his father's roof and returned again in a few years, he noticed that one of the limbs of the tree was leafless. On other visits he found more of the limbs dry and dead and finally the old tree had to be cut down. It was then that underneath the bark innumerable worms were found. Thus the tree that had weathered the storms and other exterior forces, had been killed by the worms that worked from within.

In a similar way, he said, if this great nation should ever fall, it would be through corruption from within and that the danger was not from forces that would come from without. The great crime of this nation at the present day is selfishness, individualism, and this is the internal trouble which, he permitted to grow, will finally bring ruin to the country.

At this point the lecturer gave a review of the child labor question in America, that startled his hearers. The fact that 1,500,000 boys were a part of the industrial life of the nation, he said, was deplorable and the greed of a country that would permit the life to be squeezed from its children would some day cause an awful reckoning. As an evidence of this, he reviewed the conditions that led up to the French revolution. They were caused by a line of autocrats wearing the title of nobility he said, but there are at the present time in America a

class of people equally as heartless and arrogant.

In America, he said, we think in dollars and cents and to make money is getting to be the ideal of every youth. "Parents, he continued, if you want to curse your boy, refuse to give him an education, fail to teach him morality and then spend your days trying to accumulate a fortune to leave him when you pass away. Not knowing how to use it for his betterment and having cultivated habits that tend to destroy, he will go to rapid destruction alone or will marry a woman that will assist him to the same end. This type of woman is the kind that has been raised in the same manner as the boy, who thinks only of the frivolities of life and who has no thought of love for the man she wed."

"Love comes from respect and respect from achievement and this youth, having achieved nothing, can command neither love nor respect. An infinitely greater blessing is poverty, for the poor laborer will win a livelihood through his habits of industry and through this achievement the love of a good woman will be his," while the rich man will be thought of by his wife as a human "check-book."

Speaking of the real value of men, Mr. Plattenburg illustrated his point by telling how the passengers on a railway train traveled with a feeling of security in the worst weather conditions, knowing that the movement of the train was being followed by the telegraphers, that the tracks were inspected daily by the track walkers and how that every part of the work necessary to give them that assurance of safety and comfort was being done by men for a nominal wage. This was but an example of the work being done by the laborers in the nation for the comfort of their fellow and the true worth of a man, he said, who was serving his fellow-men and God, could not be estimated in money.

He paid a rare tribute of respect to the school teachers and ministers, saying that they occupied the most important positions among the people and were, on an average, the poorest paid.

A lesson was also brought home to last night's audience, when the speaker pointed out the fact that 85 per cent of the ministers; 82 per cent of the lawyers; 81 per cent of the doctors and 75 per cent of the bankers and great commercial men of Chicago were country boys and that the same thing could be said of the men in similar professions in almost any city. This success is achieved, he continued, because the country boys have instilled into them honesty and a love of God by their ministers.

Continuing, Mr. Plattenburg told of the wonderful changes that have taken place during the present century, and said that this was the world's greatest hour and that the youth of America should appreciate it as such. But in the midst of all these changes, the teachings of Christ are just the same and the Bible is still the greatest of all books.

In closing, he told of the great things that had been done by young men in past history, making particular reference to the Civil war. Many people, he said, have wondered and asked why it is that so many Grand Army men are still alive. The answer is that many of them went into the war under 14 years of age, and but a small percentage of the vast Union Army was over the age of 21. And as the young men saved the nation in that day, so they must save it now, through the attainment of the standard of citizenship possessed by the youth who formed the Grand Army. They must prefer the "man" to "money," honesty to dishonesty, truth to deceit, love to hatred, must be unselfish and must continue to worship God.

Throughout his lecture, Mr. Plattenburg illustrated his arguments with humorous stories that were much appreciated. The morning program yesterday included a lecture by Miss McChesney to the domestic science class, on the subject of "Chilled and frozen desserts" and in it she gave some valuable ideas in regard to this important part of a summer luncheon or dinner.

The children of the assembly were led in a number of interesting games by Mrs. Helen Reese Fife, president of the North Weber state primary association, who has given invaluable aid to the Chautauqua committee during the week.

In the afternoon, John C. Kennedy gave his lecture "Modern Feminism," speaking mainly of the history of women's clubs in America, the suffrage movement in Europe and of the place which a woman occupies in the modern home.

Concerning the women's clubs, he said that they had at first been organized merely for social purposes, but in recent years they had taken up other problems, such as charity, municipal reforms and other public activities.

Through the efforts of these problems, the women have become actively interested in political campaigns and in many cases are better posted on municipal questions than the men and their activity has resulted in the success of many reform movements throughout the country.

The present militant situation in England, he said, is the result of tactics adopted by the government in handling women who had been thought unruly, and the women are returning the use of force by force.

The women of the present day are taking an almost equal share with the men, of the burdens and joys of life and having a more equal footing in society.

The children's hour was made interesting by Miss Stevens, who had an entirely new program of stories. Another intellectual treat was given by Miss Babcock from 5 to 6 p.m., when she read "Old Pictures in Florence" and "Fra Lippo Lippi," by Browning.

The Chicago Glee club, composed of Messrs. J. W. Turner, first tenor; B. F. Thomas, second tenor; C. H. Dixon, basso and reader; and G. T. Henry, baritone, made its first appearance at the Chautauqua yesterday afternoon in a prelude to Mr. Kennedy's address. This quartette has been together for 15 consecutive years and, in the opinion of many who heard their work yesterday, is the best organization of its kind that has been heard in the city in recent years. In their quartette numbers, their voices blend in perfect harmony, and, under this condition, more pleasing music would be

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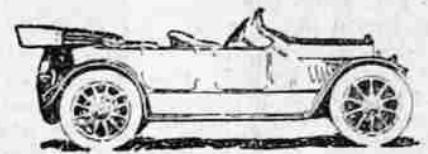
This is the way one of our own fellow townsmen, a merchant whom you know, described his COLE. What more could you ask in any motor car no matter what it cost you?

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hard to find. The four are also expert trombonists and their work with these instruments was a rare treat.

Each member of the quartette is also an excellent soloist and this accomplishment makes possible the giving of a concert of pleasing variety as well as musical excellence. They have a wide repertoire of classic and popular solos, quartettes and instrumental numbers and to these is added a number of readings by Mr. Dixon, which fill in their programs nicely.

In their prelude last night, they sang four regular numbers and were required to respond to six encores, so well was their work received.

Sunday, July 19.

2 p. m., Musical Prelude, Chicago Glee Club.

2:30 p. m., Lecture, "The Twentieth Century Socialism," John C. Kennedy.

4 p. m., Chautauqua Vesper Service, "The Servant in the House," Kennedy, Miss Maud May Babcock.

5 p. m., Vesper Concert, Chicago Glee Club.

7:45 p. m., Musical Prelude, Chicago Glee Club.

8:30 p. m., Illustrated Lecture, "An Evening With the Stars," Prof. B. R. Baumgardt.

—oo—

SIXTH WARD ANNUAL

SUNDAY SCHOOL

CONFERENCE

The annual conference of the Sunday school of the Sixth ward will be held Sunday in the chapel, at the corner of Madison avenue and Twenty-third street.

The morning session, commencing at 10:25, will consist of exercises from the different department classes of the school, short talks and special music by Mr. Axel Nylander.

Mr. Leith Pearson and Miss Ethel Meadows.

The evening session will be held at 7 o'clock. The program will consist of three short talks.

A special musical program will be furnished by Mrs. Agnes Warner and Mr. Leith Pearson.

—oo—

IN LIGHTER VEIN.

DESIRE AND CAPACITY.

Grandma—Well, Bobbie, have you had all the dinner you want?

Bobbie—No, I only had all I can eat—Boston Transcript.

—oo—

SHRINERS ARE TO

HAVE AN OUTING

The Mystic Shriners of Salt Lake and Ogden are to join hands in an outing at the Hermitage in Ogden canyon on August 5th, and the following local Shriners have been appointed to handle the Ogden end of the program: S. W. Badcon, A. R. Herwood, W. E. Sanderson, P. F. Kirkendall, F. E. Nichols, Dr. Dalrymple, A. R. McIntyre and B. G. Blackman.

It is estimated that the Salt Lake party will number 300, including ladies, who will make the trip from Salt Lake in automobiles. To this number will be added about 100 Ogdenites and it is expected that the outing will be

one of rare pleasure. The program will contain many novel and entertaining features, in addition to a basket lunch and dancing.



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